

# NATIONAL CANNERS ASSOCIATION



## Information Letter



FOR N. C. A. MEMBERS

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### Canned Foods Week Date and Plans

There will be a Canned Foods Week this year, and a bigger, better Canned Foods Week than ever before. The date will be November 10 to 20, inclusive.

The Canned Foods Week Committee of the National Canners Association and representatives of the cooperating associations met at Rochester on June 22 and completed plans that provide for more and better display material, distribution of more funds to local markets, and the organization of a greater number of local committees.

Organization of local markets has already been started. With the active cooperation of the chairmen appointed by the National Wholesale Grocers Association, the American Wholesale Grocers Association, and the National Food Brokers Association, local chairmen will be named as rapidly as possible, and it is expected to have the nation-wide organization completed and at work considerably earlier than in previous years.

Display materials authorized by the National Committee will include window posters, billboard posters, small paper streamers for window trims and indoor displays, and muslin streamers for use on trucks and wagons. Window posters will be smaller than last year, and over a half million of them will be distributed to retailers. Posters of the same design and large enough for display on billboards will be furnished to all local markets where they can be used. In addition, millions of small paper streamers, in the familiar red, white and blue design associated with past Canned Foods Weeks, will be furnished with the window posters.

To meet the demand for muslin streamers for use on trucks, the number of these to be ordered has been increased by two-thirds, and 100,000 will be supplied to the local committees.

The National Committee also authorized the publication of a handbook for local chairmen, the preparation of a leaflet for distribution to retailers giving concrete plans for putting on a Canned Foods Week sale, the preparation of advertising copy and arrangements to supply matrices of illustrations for use in these advertisements.

While final and complete reports upon the canners' contributions to the financing of the campaign were not presented at the meeting, it is expected that the figure will equal the sum raised last year. To reach this amount, however, it will be necessary for every canner to "do his bit."

The meeting at Rochester evidenced that the distributors are not only willing but anxious to do their part of the work in organizing the local markets, and in matching the contributions made to those markets from the general fund.

#### Association's First President Dies

George G. Bailey, long prominent in the canning industry and in the councils of the National Canners Association, died at Clifton Springs, N. Y., Friday, June 18, after a lingering illness. Funeral services were held at Rome, N. Y., on Sunday afternoon, June 20, the President and other officers of the National Canners acting as honorary pall bearers.

Mr. Bailey had always taken an active interest in association work in the canning industry, and when the National Canners Association was formed in 1907 at Buffalo by the merging of two sectional organizations, he was elected president of the new National Association. He served only one year, refusing the unanimous reelection tendered him at the Convention in Cincinnati in 1908. However, he always maintained his interest in the Association's work, giving it the benefit of his outstanding personal influence and coming to its support in the days when it needed financial help.

Mr. Bailey was appointed on the Finance Committee of the Association when it was first authorized by the Board, and served continuously on the Committee. At the time of his death he was not only a member of this Committee but was also chairman of the committee in charge of the Association's buildings and real property. He was also one of the organizers and a continuous member of the Advisory Board of the Canners Insurance Exchange, in which he took great interest.

A man of strong personality and with great qualities of leadership, Mr. Bailey commanded the respect and the cooperation of his associates in the industry with which he was so long

identified. His ability and high character will continue to live in the work he so well started and so faithfully carried on.

#### Brine Tanks as Source of Flat Sour Contamination

During the present pea pack, the Research Laboratory has obtained definite information pointing to wooden brine tanks as a dangerous source of flat sour thermophilic contamination in canned peas. This contamination does not appear to be excessive so long as the tank is in constant use, but when held hot, large increases are noted over short periods. Under conditions of steady plant operation relatively high contamination has been noted in the uncooked canned peas in the early morning, after lunch hour, and after the supper hour, at which periods it has been shown the brine contamination is highest. With unsteady operation high contamination has been prevalent throughout the day.

Pending further experimental work, it is recommended that an attempt be made to eliminate, so far as possible, the holding of hot brine in wooden vats. If practicable, the brine should not be heated until fifteen or twenty minutes before it is desired for use, and canners should avoid carrying brine over from one day to another.

#### Getting Results from Canned Foods Week

The benefits from Canned Foods Week are now much more generally recognized by the canner, the wholesaler, the retailer and the consumer than ever before—so stated John W. Morey, President of the National Wholesale Grocers Association, in his address at the joint session of the National Wholesalers and the National Association of Retail Grocers at Rochester, New York, on June 21. Continuing Mr. Morey said:

"The chairman of this meeting has truly said on a former occasion that the old adage 'A man gets out of an association just what he puts into it,' does not apply to association activities, as these affect members and non-members alike. However, in movements such as Canned Foods Week, Phone for Food, and other similar activities, the benefits do actually come to those who co-operate and take advantage of same, and are largely lost to those who either oppose or ignore them.

"An actual experience of my own concern, if you will pardon a personal reference, will illustrate the possibilities of both Canned Foods Week and the Phone for Food movement. During Canned Foods Week last Fall, a circular letter was sent to the customers of a certain retail grocer offering them a case of

assorted canned goods at a special price. As a result of this letter, ten per cent of those who received it ordered the goods from the grocer. A telephone operator in our office, who had had no previous selling experience and who had no particular knowledge of the goods, then called up those who had not responded to the letter. She merely read to them a short statement which had been prepared for her, and tried to answer any questions asked. As a result of these phone calls, another fifteen per cent placed orders with the retail grocer, either direct or through our phone operator. As a result of the letters and telephone calls, more than one out of every four customers placed an order for the goods featured.

"I could mention dozens of similar experiments which we have made as well as thousands of illustrations of beneficial results obtained by a little intelligent planning on the part of both wholesalers and retailers who followed up the general Canned Foods Week and Phone for Food publicity by application to their own business.

"I am sure you will understand that in mentioning this experience I do not mean to infer that the benefits of the Phone for Food movement are limited to Canned Foods Week, nor that Canned Foods Week is of no value without the Phone for Food plan. Either can be successful without the other, although both have greater possibilities if they are used together.

"Our association views Canned Foods Week not as a finished accomplishment but rather as a step leading up to what we hope may eventually prove to be a method of advertising and featuring the wholesomeness and economy and benefits of canned foods in a year-round campaign of publicity and sale. This has sometimes been referred to as the proposed Canned Foods Foundation. A great deal of preliminary thought has been given this subject, and it is reasonable to expect that something definite may eventually develop as a result of our efforts along this line."

#### Fourth Week of Million Car Loadings

For the fourth week this year, loadings of revenue freight exceeded one million cars for the week ended June 12. The total was 1,060,214 cars, which exceeded by 70,341 cars the corresponding week last year and by 157,622 cars the corresponding week in 1924. The total for the week of June 12 was also an increase of 114,250 cars above the preceding week, when loadings were reduced by the observance of Decoration Day.

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